



THERE IS AN UNTAPPED OPPORTUNITY FOR CREDIT UNIONS TO GROW MEMBERSHIP

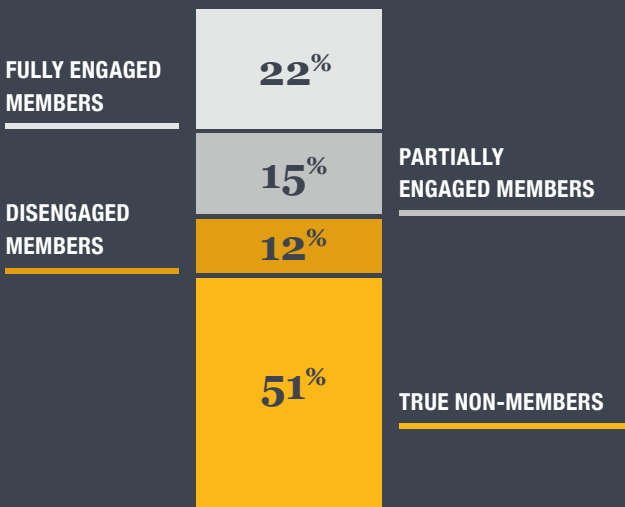
OF HARDWORKING FAMILIES

37%
ARE
ENGAGED CREDIT UNION MEMBERS



63%
ARE
DISENGAGED OR NON-MEMBERS

TO BREAK THAT DOWN A LITTLE FURTHER



NEARLY 25% OF PEOPLE WHO HAVE CREDIT UNION PRODUCTS DO NOT IDENTIFY AS A CREDIT UNION MEMBER



WHAT ARE NON-MEMBERS' PERCEPTIONS OF CREDIT UNIONS?

MANY ASSUME CREDIT UNIONS ARE:



ONLY FOR LOANS



NOT AS SECURE AS BANKS



ONLY FOR PEOPLE WITH FINANCIAL PROBLEMS



ONLY HAVE LIMITED PRODUCTS, SERVICES AND ATMS



ONLY FOR SMALL GROUPS

THE OPPORTUNITY

to turn non-members into members with better communication

NEARLY 2 IN 5

DISENGAGED MEMBERS ARE LIKELY TO SWITCH TO A CREDIT UNION AS THEIR PRIMARY BANKING INSTITUTION



TOP 2 REASONS TO SWITCH

#1 BETTER INTEREST RATES



#2 FINANCIAL INCENTIVE TO OPEN ACCOUNT

Learn more about the lifestyles and attitudes of non-members at: cunamutual.com/whatmattersnow



cunamutual.com/trustage

Source: TruStage What Matters Now™ Consumer Research Dec 2016.

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